

## Liberty Loves Company XP Land XP Fronts™ Privacy Notice

Liberty Loves Company, LLC (“**Liberty**,” “**us**” or “**we**”) adopted this policy (the “**Privacy Notice**”) to reflect our commitment to protecting the privacy of your personal information. This Privacy Notice outlines the types of information, including Personal Information (as defined below), that we may collect from or about you for your participation in the XP Land XP Fronts™ (the “**Event**”), our practices for using, disclosing, maintaining, and protecting such information, as well as the choices available to you regarding our use of your information. This Privacy Notice is effective February 1, 2024 (“**Effective Date**”).

We are a U.S.-based company and comply with the applicable laws of the United States, including state privacy laws. Please note we will protect your personal information pursuant to the U.S. laws. Any California consumers subject to Privacy Notice should review the [California Privacy Notice](#) subsection below.

### A. CONTACT US

If you have any question regarding the Event or our privacy practices that is not answered in this Privacy Notice, please contact us at:

Liberty & Company 4 World Trade Center 29th floor 150 Greenwich St, New York, NY 10006  Attn: Privacy Officer	Privacy Officer E-mail  privacy@xp.land	844-4XP-LAND (844-497-5263)
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### B. THE EVENT

Description of the Event: The first-ever experiential up fronts will be an agenda-setting meeting of the minds for the experiential industry. Designed for a targeted group of senior-level experience makers, creatives, curators, artists, leaders and decision-makers. This useful, thoughtful gathering begins as a preview of C2 Montreal, and invites 350 guests to preview what’s new & next in the industry, find their next creative & brand partners, define their XP strategy for the coming years, and collaborate & close deals.

To participate in the Event by purchasing a ticket, you will be required to provide your information or the information of other individuals as part of a transaction, via Event'nroll, a division of Spordle, the online ticketing software platform used by C2 Montreal for ticket transaction which collects and holds information and processes credit card transactions for attendee tickets. The information you input into the Event'nroll, a division of Spordle, platform is

subject to and will be governed by the privacy policy and the user terms and conditions of Event'nroll, a division of Spordle, and of C2 Montreal.

Upon completion of your ticket purchase we will follow up with you via email or via other technology platforms affiliated with the Event, and through our Business Partners (see [How We Use Personal Information](#) and [How We Share Information](#)).

### C. HOW THIS PRIVACY NOTICE APPLIES

This Privacy Notice applies to the information that we may collect from or about you or ask that you provide as part of your attendance to the Event. Your attendance at the Event will require you to access Event'nroll, a division of Spordle, and provide certain information. If you refuse to do so, we may ask that you not participate in or be a part of the Event..

For the Event you may be identified in the following roles:

- “**Attendee**” means you have purchased or provided a code to access a ticket and will attend the event;
- “**Speaker**” means any individual who is participating on stage at the Event;
- “**Sponsor**” or “**Partner**” means an individual who is attending the event as part of a sponsorship or partnership, and may be staffing an activation on behalf of a Sponsor or Partner;
- “**Guest**” means the individual is the guest of a Speaker or Sponsor or Partner or C2 Montreal or XP Land.
- “**Participant**” means an individual that may be identified as one or more of the above

### D. CHANGES TO THIS PRIVACY NOTICE

The Effective Date at the top of this page indicates when this Privacy Notice was last revised. Unless applicable law prevents or a revision is needed to protect the privacy or security of our Users, we will notify you about any material change that reduces your privacy right in advance so that you have time to review the changes before they are effective. Your participation in the Event after the Effective Date means that you accept the Privacy Notice as revised.

### E. PERSONAL INFORMATION THAT WE COLLECT & HOW WE COLLECT

We collect personal information about or from you for the Event primarily through direct communication with you. For example, before you purchase a ticket or use a code to access a ticket for the Event, you may be directed to review this Privacy Notice. If you do not wish to further pursue attending or participating in the Event, you must clearly communicate your wish to withdraw from the Event.

The personal information we collect about or from you may include without limitations: name, address, email, phone number and qualitative input about your professional experience.

## **F. CHILDREN’S PERSONAL INFORMATION**

The Event is not intended for children under 16 years of age, and we will not reach out to you or require you to provide us personal information if you are under the age of 16.

We do not knowingly collect personal information from children under 16 years of age. If you are under the age of 16, you are expressly prohibited from participating in the Event or providing us your personal information including without limitations, name, address, telephone number, email address, or any other information that may be considered “personal information” or “personal data” under applicable law.

If you believe we have collected or received personal information from a child under the age of 16, please contact us immediately pursuant to “CONTACT US” section of this Privacy Notice.

## **G. HOW WE USE PERSONAL INFORMATION**

Generally, we use the personal information we collect from or about you to more meaningfully administer and manage the Event. More specifically, we use your personal information collected pursuant to this Privacy Notice to:

### ***Administer, manage, and improve the Event***

- Communicate and update with you regarding your attendance or participation in the Event
- Respond to your requests and inquiries
- Improve the Event

### ***Market and promote the Event and other related promotional activities***

- Promote the Event
- Publicize the Speakers, Sponsors, and Partners participating in the Event

### ***Prevent, detect, and fight illegal or unauthorized activities***

- Address suspected or detected unauthorized and illegally activity on or through the Event, such as spam or fraud
- Analyze data related to fraudulent or illegally activities to prevent against reoccurrences and design countermeasures
- Detect security incidents

### ***For legal compliance***

- Enforce or exercise our rights

- Audit our event and promotion partners in compliance with applicable law.

## **H. HOW WE SHARE INFORMATION**

### ***With our event and promotion partners***

Our event and promotion partners help us to administer, manage, and improve the Event. Our event and promotion partners support technical processing operations, such as data maintenance, event hosting, analytics, securing our data and systems, marketing and promoting our events, such as the Event, and promoting our event participants, as applicable.

### ***For corporate transactions***

We may transfer your personal information if we are involved, whether in whole or in part, in a merger, sale, acquisition, divestiture, restructuring, reorganization, dissolution, bankruptcy or other change of ownership or control.

### ***To enforce legal rights***

We also share information: (i) if we believe that disclosure would mitigate our liability in an actual or threatened lawsuit; (ii) as necessary to protect our legal rights and legal rights of our Users or other interested parties; (iii) to enforce our agreements with you; and (iv) to investigate, prevent, or take other action regarding illegal activity, suspected fraud or other wrongdoing.

### ***With your consent or at your request***

We may ask for your consent to share your personal information with third parties. When we do, we will make clear why we want to share your personal information.

## **I. OUR USE OF COOKIES & TRACKING TOOLS**

For purposes of the information we are collecting and using for this Event, we do not use cookies and other data tracking technology to collect and use personal information about you, but C2 Montreal uses strictly necessary cookies in order to operate the platform and assist in the performance of the Event. Please see pages 6 and 7 of C2 Montreal's [privacy policy](#) for a detailed explanation.

As in [Personal Information that We Collect & How We Collect](#), we collect personal information from you through direct communication—e-mail, snail mail, text or phone call or through your provision of information directly to us or the Event'nroll, a division of Spordle, platform.

## **J. HOW WE PROTECT & RETAIN INFORMATION**

We use physical, technical, and organizational measures designed to protect your personal information against unauthorized access, theft, and loss. We restrict access to your personal information to those employees who need access to manage and administer the Event or perform their job functions. We have procedures to manage personal data breaches and will notify you and any applicable regulator when we are required to do so. You understand and agree that we

may deliver electronic notifications about breaches of security to the email address that you provided to us.

Although we take precautions intended to help protect the personal information that we process, no system or electronic data transmission is completely secure. Any transmission of your personal information is at your own risk and we expect that you will use appropriate security measures to protect your personal information. If you believe that your account or personal information is no longer secure, please notify us immediately [privacy@xp.land](mailto:privacy@xp.land)

We will retain your personal information for the period necessary to fulfill the purposes for which it was collected—the Event), comply with our legal obligations, resolve disputes, enforce our agreements and comply with any of your requests, and as outlined in this Privacy Notice unless a longer retention period is required or permitted by applicable law.

#### **K. YOUR PRIVACY RIGHTS AND CHOICES**

This section provides information about your privacy rights about the personal information we collect about or from you pursuant to this Privacy Notice for the purpose of the Event, and your choices regarding your rights.

Please note that we are a U.S.-based company and in compliance with U.S. laws, we will treat your personal information and your exercise of rights pursuant to the applicable U.S. laws.

As a U.S.-based company subject to U.S. laws, we are committed to providing you control of your Personal Information we collect and maintain to the fullest extent of your privacy rights under applicable U.S. law. If you exercise any of your privacy rights explained in this Privacy Notice, you have the right to not receive discriminatory treatment for exercising your privacy rights.

Any participant of the Event, regardless of their role, located in EEA or resident of a member of the European Union who wishes to inquire or submit a complaint regarding their Personal Information collected and maintained by us should first contact our Privacy Officer at [privacy@xp.land](mailto:privacy@xp.land) “**GDPR Privacy Rights Inquiry/Complaint**” in the subject line.

#### **California Privacy Notice**

This California Privacy Notice applies to the processing of Personal Information (see table below) of residents of the State of California (California Consumers) as required by the California Consumer Privacy Act of 2018 (CCPA), as amended by the California Privacy Rights Act of 2020 (CPRA), and its implementing final regulations.

If you are a California Consumer, this California Privacy Notice explains your privacy rights and is intended to inform you at or before the time that you provide us with your Personal Information how and why we process your Personal Information. In this California Privacy Notice, Personal Information means information that identifies, relates to, describes, is capable of being associated with or could reasonably be linked, directly or indirectly, with a particular California Consumer or household.

If this California Privacy Notice and any provision in the rest of our Privacy Notice conflict, then this California Privacy Notice controls for the processing of Personal Information of California Consumers.

Please note:

- We may (and in some cases are required to) verify your identity before we can act on your request to exercise your privacy rights.
- We may not honor part or all of a request you make to exercise your rights under CCPA/CPRA – for example, certain information we collect is exempt from this California Privacy Notice, such as publicly-available information collected from a government agency. When this occurs, we will explain why in our response.

### ***Your California Privacy Rights***

California consumers have the following rights:

You have the right to request information about the categories and specific pieces of Personal Information we have collected about you (see table below), as well as the categories of sources from which such information is collected, the purpose for collecting such information, and the categories of third parties with whom we share such information.

You have the right to opt out of our sale and sharing of your Personal Information if and when we determine the purpose and means of processing your Personal Information. Please click [Your Privacy Choices](#) for details about how to opt out of sale or sharing.

- You have the right to request information about our disclosure for business purposes of your Personal Information to third parties.
- You have the right to request the deletion of your Personal Information.
- You have the right to not be discriminated against for exercising any of these rights.

The following tables lists categories of Personal Information that generally match the categories in the definition of Personal Information in CCPA/CPRA. We indicate for each listed category the specific types of Personal Information in the category that we collect pursuant to this Privacy Notice within the last 12 months. We use all of this Personal Information for the purposes described in this Privacy Notice.

<b>Category of Personal Information in CCPA/CPRA</b>	<b>Specific Personal Information We Collect</b>
Identifiers	Name, postal address, unique personal identifier, online identifier, email address, account name and other similar identifiers.

Personal information categories listed in the California Customer Records statute (Cal. Civ. Code § 1798.80(e))	Name, signature, address, telephone number, education history, and employment history.
Protected classification characteristics under California or federal law	We do not collect this type of Personal Information.
Commercial information	We do not collect this type of Personal Information.
Biometric Information	We do not collect this type of Personal Information.
Internet or other similar network activity	We do not collect this type of Personal Information.
Geolocation data	General location information about where you are based.
Sensory data	We do not collect this type of Personal Information.
Professional or employment-related information	Current or past job history, and your career accomplishments.
Non-public education information (per the Family Educational Rights and Privacy Act (20 U.S.C. § 1232g, 34 C.F.R. Part 99))	We do not collect this type of Personal Information.
Inferences drawn from other Personal Information	We do not collect this type of Personal Information.

We provide information about how we use and share personal information above in this Privacy Notice. We share most of the Personal Information collected for the purpose of the Event and publicity of the Event and the Participants, it is likely that each of the categories was shared in the past twelve months.

We do not sell the Personal Information we collect pursuant to this Privacy Notice. No Personal Information governed by this Privacy Notice was sold in the past twelve months.

***How to Submit Your Request to Exercise Your Privacy Rights***

If you are a California resident and would like to exercise one or more of your privacy rights, please use any of the following methods:

<p>Fill our online form “<u>Your Privacy Choices</u>”</p>	<p>Call us at 844-4XP-LAND (844- 497-5263)</p> <p>Please tell our team that you are a California resident and would like to exercise your privacy rights.</p>	<p>Send an email to <a href="mailto:privacy@xp.land">privacy@xp.land</a></p> <p>Please include “California Privacy Rights” in the subject line.</p>
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A different California law permits California residents to request a notice disclosing the categories of personal information about you that we have shared with third parties for their direct marketing purposes during the preceding calendar year. To request this notice, please submit your request by mail or e-mail as indicated in the **CONTACT US** section above. Please include "California Privacy Rights" in the subject line.

***Notice for Individuals Located Outside the United States***

Our websites are based in the United States and operates under United States law. We make no representation that information provided are appropriate or available for use outside the United States or complies with laws outside of the United States. If you are located outside of the United States, the information we collect or that you provide for the Event may be transferred to and processed in the United States and in other countries where the privacy laws may not be the same as the laws where you reside. Those who choose to participate in the Event from outside the United States do so on their own initiative and at their own risk and are responsible for compliance with all applicable laws and regulations outside the United States. By participating in the Event, you hereby consent to having any information you provide to us transferred to and processed in the United States.